

**GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT**

Proh. & Excise – Ready to Drink Alcoholic Beverages – Introduction of Low Strength alcoholic drink “SPLASH” (RTD) in A.P by M/s Premier Distilleries Pvt Ltd, Pondichery – Permission - Accorded – Orders Issued.

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**REVENUE (Ex.III) DEPARTMENT**

**G.O.Rt. No. 151**

**Dated:24- 01-2012**  
**Read the following**

- 1.From the Commissioner of Prohibition and Excise, A.P Hyderabad  
Cr.No.B2/991/2011/DDB/Ex dt:25.5.2011 & 28.6.2011.
- 2.G.O Ms.No.321 Rev (Ex.II) Dept Dt:14.3.2007.
3. G.O Ms.No.322 Rev (Ex.II) Dept Dt:14.3.2007.
4. G.O Ms.No.929 Rev (Ex.II) Dept Dt:02.07.2007.

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**ORDER:**

The Commissioner of Prohibition and Excise, A.P Hyderabad in his letter read above has stated that M/s. Premier Distilleries Pvt Ltd, Pondichery have represented that they intend to introduce a low strength, ready to drink alcoholic Beverages with brand name “SPLASH” which have content of fruit flavour and juice, sweetened carbonated and ENA etc to maintain an alcoholic strength of less than 5% v/v. They have further submitted that they have successfully launched their products in Pondichery, Yanam, Mahe, Kariakal and Goa and are keen to launch in Andhra Pradesh.

2. The Commissioner of Prohibition and Excise, A.P Hyderabad has further stated that Government have permitted M/s Gemini Distilleries (Goa) and M/s United Spirits Ltd. Bangalore for supply and sale of Ready to Drink varieties called “Bacardi Breezer” and “Shotz” respectively. These Ready to Drink Low Alcoholic Beverages are being supplied in certain fruit flavours such as Orange, Craneberry, Lemon etc and contain about 4% of alcohol and cater to the consumers who do not want to drink hard liquor. Any alcoholic drink with low alcoholic content such as Beer, Wine or Ready to Drink Beverage etc. should be encouraged in lieu of hard liquor as one of the steps towards modernization in drinking habit. In this regard, the Commissioner of Prohibition and Excise, A.P Hyderabad has stated that after Government permitted the supply of Ready to Drink Low Alcoholic Beverages, the Andhra Pradesh Beverages Corporation Limited invited tenders for its supply and currently they are in market and about 20,000 cases are being sold in the State every month.

3. In view of the above, the Commissioner of Prohibition & Excise, A.P Hyderabad while forwarding the representation has requested the Government to consider the proposal of M/s. Premier Distilleries Pvt Ltd, Pondichery for introduction of Ready to Drink low strength alcoholic Beverage “SPLASH” in the State of A.P on similar lines of ‘Bacardi Breezer’ and ‘Shotz’.

4. Government, after careful consideration of the proposal, hereby accord permission to M/s Premier Distillery Pvt Ltd, Pondichery to introduce Ready to Drink low alcoholic Beverage brand viz. “SPLASH” having an alcoholic content less than 5% in the State of Andhra Pradesh. Government further **direct to levy excise duty and APBCL Margin on Ready to Drink Alcoholic Beverages at the rates as prescribed in the Government Orders reference 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> read above.**

5. The Commissioner of Prohibition & Excise, A,P Hyderabad shall take further action accordingly.

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)**

**ASUTOSH MISHRA  
PRINCIPAL SECRETARY TO GOVERNMENT**

To  
The Commissioner of Prohibition & Excise,  
A.P Hyderabad.

**Copy to:**

The Director of Distilleries and Breweries, A.P Hyderabad.  
The Managing Director, A.P. Beverages Corporation Limited, Hyderabad.  
P.S. to Minister for Prohibition and Excise  
SF/SC

//FORWARDED::BY ORDER//

SECTION OFFICER